

## LESTER LANSBURGH ELECTED PRESIDENT OF NEW "AD" CLUB

Arrangements are being made today by Lester Lansburgh, president of the newly formed Advertising Club of Washington, to call a meeting of the executive committee, name a chairman of the board, and begin at once an intensive campaign in Washington for "truth in advertising."

At a luncheon at Harvey's yesterday, the club was formed with thirty-seven charter members.

Following the election of officers a constitution and articles of incorporation were adopted.

The principles laid down for the new club involve a promotion of friendliness and a closer union between the buyers and sellers of advertising, study, and analysis of advertising, truth, and accuracy, as well as economy in publicity methods and mediums.

### An Aggressive Leader.

President Lansburgh is one of the younger aggressive business men of Washington. Other officers named were:

Joseph A. Berberich, vice president; Charles J. Columbus, secretary; J. A. Whitfield, treasurer; George A. Lewis, R. F. Andrews, Donn V. Smythe, A. C. Case, and Harold H. Levy, directors.

The new club will immediately apply for membership in the Associated Advertising Clubs of the World.

Under the rules of the club no member may at any meeting of the organization solicit, buy, sell or in any other manner deal in advertising or any other commodity unless the same has been previously approved by the board of directors.

The thirty-seven charter members of the new club will study advertising in all its phases. Economy in advertising, and accuracy in statements made in advertisements will be big factors in the work of the club.

### Must Be in Business.

Under the constitution the annual membership dues are \$20, and membership is of two classes, active and non-resident. Membership is limited to those actually engaged in making, buying or selling advertising.

The following constitutes the membership of the organization:

Julius Goldenberg, Fleming Newbold, G. R. Morrissey, George A. Lewis, George H. Ostrander, Ernest C. Hastings, Harold H. Levi, Albert Sigmond, Milton Kronheim, J. A. Whitfield, W. G. Kent, Thomas Grant, Harry W. Hino, W. C. Dwyer, A. C. Newman, Arthur D. Marks, Lester Lansburgh, Sidney Strauss, Donn V. Smythe, W. M. Balderston, Robert H. Isbell, R. F. Andrews, Ernest C. Case, Charles A. Finney, Sherwood C. Stockley, E. C. Rogers, Charles J. Columbus, Joseph A. Berberich, H. M. Goddard, A. C. Case, M. A. Lewis, Leonard A. Murchison, Samuel Hart, Stanley Lansburgh, W. R. Schmucker, Charles A. Goldsmith, Leo Baum, Walter Coates, Gardner F. Johnson, and Edgar D. Shaw.

## GAYETY BOYS LIKE LIKE AND MIKE— THEY LOOK ALIKE

Inseparable since boyhood, when they played hockey to go swimming; companions through circus days, and for fifteen years on the stage together, Bobby Clark and Paul McCullough, comedians with Jean Bedini's "Puss Puss" show at the Gayety Theater, this week wind up another successful season behind the footlights.

The Bedini show concludes its season with this week's run at the Gayety, and Saturday night the thirty-four members of the cast leave for their widely separated homes throughout the country. Clark and McCullough will depart together for their homes in Springfield, Ohio.

Fifteen years ago, when they made the "big top" crowds laugh by their clownish drollery, Clark and McCullough were the original "look alike" boys. They were clothes that looked alike, they talked alike, and the circus manager himself sometimes was hard put to it to tell the difference.

But the years brought a change. McCullough began to take on weight, and Clark's avoirdupois remained stationary. This required them to change their twinlike appearances. They devised tramp roles, which the pair have carried ever since. For ten years in vaudeville the tramp comedians caused theatergoers to quit worrying over the soaring cost of living, the battles of politics, and other mental disturbances before the war. For three years they have adorned the boards of burlesque. Contracts for Clark and McCullough to show with Bedini next season have already been signed, they said today.

During off-stage periods Clark and McCullough, who, like the Siamese twins, never travel separately, spend their time fishing and boating.

### ADVERTISEMENT

## Snake Oil

Accomplishes Most Wonderful Results.

I want to thank you for your wonderful oil, states Mrs. J. C. Gibson, of Jeneboro, Arkansas. My little girl was very low with diphtheria and given her two doses of medicine which cost me \$20 with no results. I bought a 25c bottle of your oil and one application relieved her. Now she is well. It is the greatest remedy I ever saw. Mr. Gibson made this statement before hundreds of people. Mrs. Florence Measer, 214 Whitney street, Hartford, Connecticut, writes: "I have used your Antiseptic Oil for neuralgia with good effects. Only thing I have ever tried that stopped the pain immediately." Mrs. Williams, Gadsden, Alabama, writes: "I have used your great pain oil for rheumatism, stiff joints, also for sore throat, and I want to say that it is the greatest remedy I ever saw. I recommend it to all sufferers." Many cures reported daily from thousands of grateful users of this wonderful oil. Every bottle guaranteed. 25c, 50c and \$1.00 a bottle or more refunded. O'Donnell's Drug Store.

# Lansburgh & Bro. Thursday Star Special Day With Three Score And More Items at Unusual Reductions

Travel from the First floor to the Fifth floor tomorrow, and in every section you will find wanted and needed merchandise at reductions which mean big savings. These prices are for ONE DAY ONLY, so be prompt. In some instances quantities are limited, so we do not guarantee them to last throughout the day. No phone orders. No C. O. D.'s. GIVE TO THE RED CROSS LIBERALLY.

### Star Special Domestic Needs

36-inch White Cannon Cloth, 35c value, 29c.  
36-inch Bleached Cotton, free from dressing. Excellent grade—soiled on selvage—25c value. Special 18c.  
36-inch Fine Domestic Long Cloth, in short lengths of 5 to 15 yards. Soft finish 25c value, 20c.  
81x90 and 72x90 Extra Heavy Sheets, double and three-quarter bed size. Subject to slight cuts, but nothing to impair the wear. \$1.85 value, \$1.50.  
40-inch Unbleached Sheeting, very heavy, 40c value, special 25c yard.  
First Floor.

### Seconds of \$1.75 Black Richelieu Ribbed Silk Hosiery

Classed as seconds, but the faults are harmless to wear and appearance. Lustrous heavy quality, full fashioned and made with reinforced soles, toes, heels and garter tops.  
First Floor—Lansburgh & Bro.

### 30 to 36 Inch Floral and Striped Cretonne

Values to 45c  
Cut of full bolts. A good heavy quality in floral and striped effects for draperies, couch covers or fancy work. At remnant prices.  
Fourth Floor—Lansburgh & Bro.

### Pearl Buttons 9c

Pearl Buttons for trimming children's underwear, etc.  
First Floor.

### Soiled Neckwear at Half-price

Stylish Neckpieces, slightly soiled, at one-half marked prices.  
First Floor.

### Size 24x36 Piedmont Rag Rugs 79c

An excellent heavy quality in plain blue, rose or tan, finished with white band border and fringe. For bedroom or bathroom use.  
Fourth Floor.

### 75c Cretonne Knitting and Shopping Bags 59c

Cretonne Knitting and Shopping Bags, made with hoop tops.  
Third Floor.

### Size 36x36 Window Screen Frames 39c

Make your own screens with ready cut light wood frames, size 36 x 36; grooved side pieces and slide sticks for sides of window casing. Easily put together. Complete with fixtures.  
Fourth Floor.

### Regular \$1.98 Cretonne Pillows at \$1.69 Each

Attractive round Cretonne Pillows, made with a cord shirring and filled with fluff. Several designs to choose from.  
Third Floor.

### Men's Checked Nainsook Union Suits 69c

Made of good quality pajama check muslin, full cut, sleeveless, knee length style; sizes 34 to 46.  
First Floor.

### For Men Up to \$1.50 Athletic Union Suits 85c

Sheer Plaid Dimities or Madras. Sleeveless, knee length style. All perfect. Sizes 34, 36, 38, 40 and 44.  
First Floor.

### 5,000 Yards 40-Inch All-Silk Crepe de Chine \$1.29

We were fortunate to secure another lot of an extra heavy quality Crepe de Chine. A beautiful assortment of all the desirable shades, both light and dark.

### 5,000 Yards Tub Silk Shirting 95c

White grounds with handsome colored satin stripes. Guaranteed washable.  
Third Floor—Lansburgh & Bro.

### Store Hours: Open 9:15 A. M.: Close 6 P. M. THE STORE OF GREATER SERVICE LANSBURGH & BRO.

420-430 Seventh St., Through to 8th St.

### 40-Inch 50c White Mercerized Batiste 39c

Very fine grade permanent silk finish for Women's Waists, Gowns, and Lingerie Garments.  
First Floor.

### 40-Inch 50c White Mercerized Batiste 39c

Very fine grade permanent silk finish for Women's Waists, Gowns, and Lingerie Garments.  
First Floor.

### Regular 25c 5 1/2-Inch Moire Ribbon 19c

5 1/2-inch Moire Ribbon, in pink, blue, cardinal, green and black.  
First Floor.

### Regular 62 1/2c 45x36 Pillow Cases 50c

45x36 inch fancy embroidered Pillow Cases, put up in boxes. 62 1/2c value, each 50c.  
First Floor.

### Women's Fine Ribbed Vests 19c

Women's Fine Ribbed Vests, with low neck and no sleeves. Also bodice style. Sizes 5 and 6.  
First Floor.

### Extra Special Star Special Just 150

### Trimmed Hats Tomorrow

at \$2.88 each  
Values up to \$7.50

A clearaway of summer hats in colors of black, sand, navy and brown. Also a few white hats in the lot.

These hats are made of straw or straw in combination with sheer fabrics. Trimmed with flowers, fruits, ribbons, etc.

Just 150, so be prompt.  
Second Floor.

### Men's Regular \$6.00 Tub Silk Shirts \$3.95

Good heavy quality, mostly in the popular bold stripes and colors. These are usual \$6.00 values.  
First Floor.

### Initial Books at 5c Each

Initial Books, containing the alphabet in attractive letters, to be used for stamping household linens.  
Third Floor.

### Regular \$3.00 White Crochet Fringed Spread \$2.66

White Crochet Fringed Spread, with cut-out corners. Suitable for metal bed.  
Fourth Floor.

### 5,000 Yards 40-Inch All-Silk Crepe de Chine \$1.29

We were fortunate to secure another lot of an extra heavy quality Crepe de Chine. A beautiful assortment of all the desirable shades, both light and dark.

### 5,000 Yards Tub Silk Shirting 95c

White grounds with handsome colored satin stripes. Guaranteed washable.  
Third Floor—Lansburgh & Bro.

### Store Hours: Open 9:15 A. M.: Close 6 P. M. THE STORE OF GREATER SERVICE LANSBURGH & BRO.

420-430 Seventh St., Through to 8th St.

### An Extraordinary Star Special For One Day 150 Cloth Suits

At a Great Reduction  
They will move out quickly at this price, so best be here early. These suits come mostly in black and white checks, with a few serges in dark colors.

Mostly silk lined, either plain or figured. Some have white silk collars; others colored silk collars. Trimmings are many, braid or buttons. Sizes are broken.  
Second Floor, Lansburgh & Bro.

### Regular \$1.00 Flouncing 55c

40-inch Organdy Flouncing for making entire frocks.  
First Floor.

### Silk Moire Service Bags \$2.48

Silk Moire Service Bags, silk lined, and fitted with purse.  
First Floor.

### Regular \$1.00 Values Thrift Veils 55c

For the woman who wants to get as much wear as possible from the veil for the money.  
First Floor.

### Regular \$2.39 White Crochet Spread \$1.87

White Crochet Spread in neat patterns; softly finished.  
Fourth Floor.

### Boys' Athletic Union Suits 35c

Made of nainsook, with low necks and no sleeves; wide at knee. Sizes 24 to 34.  
First Floor.

### Black Silk Hand Bags at 79c

Silk lined, finished with ornament, and fitted with mirror.  
First Floor.

### Men's Handkerchiefs at 10c Each

Men's full sized, hemstitched khaki Handkerchiefs. Each 10c.  
First Floor.

### Regular \$4.75 White Satin Marseilles Spread \$3.87

White Satin Marseilles Spread, in three exquisite designs—a quilt of quality.  
Fourth Floor.

### Women's Fine Ribbed Vests 29c

Women's fine ribbed sleeveless Vests, with low necks—trimmed with lace insertion. Special value. Sizes 5 and 6.  
First Floor.

### Regular 18c Linen Cluny Laces 10c

Suitable for trimming center pieces, scarfs, camisoles, etc.  
First Floor.

### Seconds of 75c Mercerized and Gauze Lisle Hose 59c

Full-fashioned high grade Hose, knit from selected yarns—colors white, black, and tan.  
First Floor.

### 36 Inch Regular 69c Cotton Taffeta 50c

36-inch Flowered or Striped Cotton Taffeta, suitable for petticoats and coat linings. 69c value, special, 50c.  
First Floor.

### Men's White Shirts, \$1 Collars Attached

Made of good quality soft cambric finished muslin. Full cut, perfect fitting and carefully made and finished.  
First Floor.

### Regular 75c 36-Inch White Pique, 50c

A fine soft grade White Pique in several size cords.  
First Floor.

### A Special Lot Fine Japanese Summer Rugs

Size 9x12  
Could not be duplicated to sell for less than \$14.50. Made of tightly woven silk, a pretty all-over design. Bound all around with cotton tape. A durable and attractive floor covering for any room in your home.  
Fourth Floor—Lansburgh & Bro.

### Regular 55c 7-Inch Camisole Ribbon 49c

7-inch Satin Ribbon, in a full line of desirable shades, including pink, white, light blue and black.  
First Floor.

### Regular 35c 45x36 Pillow Cases 29c

45x36 Hemstitched Pillow Cases, 35c value. Special, each, 29c.  
First Floor.

### Regular \$7.00 Scalloped Satin Marseilles Spread \$5.50

One and three-quarter Scalloped Satin Marseilles Spread, with cut-out corners and embroidered edge. The extra size affords an 18-inch drop all around.  
Fourth Floor.

### Regular \$2.49 Screen Doors at \$1.65 Each

A heavy door, made of 4-inch wood frame in black stain and filled with good quality black wire. Large sizes have extra 2-inch mesh wire bottom. Complete with fixtures.  
Fourth Floor.

### \$1 Camisoles 69c

Of good quality crepe de chine, with lace yokes. Flesh only.  
Third Floor.

### Star Special N-O-T-I-O-N-S

Real Hair Nets, in cap or straight styles; all colors. Don't lose. Shears in assorted styles and sizes; good value; pair, 25c. Lightweight Dress Shields, in all sizes. 10c. Snap Fasteners, in all sizes; good quality; 3 dozen for 10c. Shoe or Slipper Trees, with steel rods; pair, 6c.  
First Floor.

### Regular \$1.85 40-Inch Georgette Crepe \$1.39

Good quality Crepe, in the best shades of blue, green, gray, rose, pink, white and black.  
Third Floor.

### 2,500 Yards 33-In. Genuine Shantung Pongee 65c

All pure silk, in natural color only. Very desirable for dresses, shirtings or auto coats.  
Third Floor.

### 36-Inch Fancy Venetian Cloth 75c

36-inch Fancy Venetian Cloth, suitable for skirts, blouses and flouncing. Special, 75c.  
First Floor.

### A Miscellaneous Lot of White Pumps, Boots, Oxfords Only 100 Pairs

We've gotten together a miscellaneous lot of White Pumps, Boots, Oxfords, etc., in different styles, which we cannot re-order, and in which we do not have all sizes. All left over from our recent big sales. Many different styles to choose from. Size range incomplete. Per pair, \$1.90.  
Second Floor, Lansburgh & Bro.

### Regular \$25.00 74x84 Inch White Blankets, \$16.65

Run of Mills White Blankets; nearly all wool, weight 6 and 7 lbs. Very fine goods, subject to slight imperfections. Pair, \$16.65.  
Fourth Floor.

### 36 Inch Wash Satinette 75c and \$1.00

36-inch Wash Satinette for skirts. Special 75c and \$1.  
First Floor.

### Seconds 39c and 50c Women's Gauze and Silk Lisle Hose 29c

A very special lot. Mostly in black. Few white. Very slight imperfections class them as seconds, but do not affect wear or appearance.  
First Floor.

### Two Boys' Khaki Specials

Khaki Pants, 89c  
Sizes 6 to 18 years.

Choice of several good khaki shades. Durable material and full cut.

Khaki Blouses, 37c  
A wonderful opportunity. Khaki blouses with attached collars. Sizes 6 to 13 years.

Fifth Floor.

### A Special Lot Size 9x12 Fine Japanese Summer Rugs

Could not be duplicated to sell for less than \$14.50. Made of tightly woven silk, a pretty all-over design. Bound all around with cotton tape. A durable and attractive floor covering for any room in your home.  
Fourth Floor—Lansburgh & Bro.

### 69c Feltex Floor Covering, Sq. Yd.

A good quality Felt Back Linoleum, cut of full perfect rolls at less than today's mill price. Pretty tile and conventional effects.  
Fourth Floor—Lansburgh & Bro.

### Regular \$7.00 Scalloped Satin Marseilles Spread \$5.50

One and three-quarter Scalloped Satin Marseilles Spread, with cut-out corners and embroidered edge. The extra size affords an 18-inch drop all around.  
Fourth Floor.

### 59c Bandoaux 39c

Made of flesh trico Cloth in Vogue models, with elastic at back.  
Main Floor.

### Regular \$2.49 Screen Doors at \$1.65 Each

A heavy door, made of 4-inch wood frame in black stain and filled with good quality black wire. Large sizes have extra 2-inch mesh wire bottom. Complete with fixtures.  
Fourth Floor.

### \$1 Camisoles 69c

Of good quality crepe de chine, with lace yokes. Flesh only.  
Third Floor.

### Star Special N-O-T-I-O-N-S

Real Hair Nets, in cap or straight styles; all colors. Don't lose. Shears in assorted styles and sizes; good value; pair, 25c. Lightweight Dress Shields, in all sizes. 10c. Snap Fasteners, in all sizes; good quality; 3 dozen for 10c. Shoe or Slipper Trees, with steel rods; pair, 6c.  
First Floor.

### Regular \$1.85 40-Inch Georgette Crepe \$1.39

Good quality Crepe, in the best shades of blue, green, gray, rose, pink, white and black.  
Third Floor.

### 2,500 Yards 33-In. Genuine Shantung Pongee 65c

All pure silk, in natural color only. Very desirable for dresses, shirtings or auto coats.  
Third Floor.

### 36-Inch Fancy Venetian Cloth 75c

36-inch Fancy Venetian Cloth, suitable for skirts, blouses and flouncing. Special, 75c.  
First Floor.

### A Miscellaneous Lot of White Pumps, Boots, Oxfords Only 100 Pairs

We've gotten together a miscellaneous lot of White Pumps, Boots, Oxfords, etc., in different styles, which we cannot re-order, and in which we do not have all sizes. All left over from our recent big sales. Many different styles to choose from. Size range incomplete. Per pair, \$1.90.  
Second Floor, Lansburgh & Bro.

### Regular \$25.00 74x84 Inch White Blankets, \$16.65

Run of Mills White Blankets; nearly all wool, weight 6 and 7 lbs. Very fine goods, subject to slight imperfections. Pair, \$16.65.  
Fourth Floor.

### 36 Inch Wash Satinette 75c and \$1.00

36-inch Wash Satinette for skirts. Special 75c and \$1.  
First Floor.

### Seconds 39c and 50c Women's Gauze and Silk Lisle Hose 29c

A very special lot. Mostly in black. Few white. Very slight imperfections class them as seconds, but do not affect wear or appearance.  
First Floor.

Store Hours: Open 9:15 A. M.; Close 6 P. M.

## THE STORE OF GREATER SERVICE LANSBURGH & BRO.

420-430 Seventh St. Through to Eighth St.